

QUALITY MATTERS! RESOURCES FOR IMPROVING PLASTICS RECYCLING

New Mexico Recycling & Solid Waste Conference
September 26, 2018



Plastics Division Members



Our View

- Plastic and other litter in the environment is unacceptable
- Plastics deliver significant societal benefits, including:
 - Energy, GHG & resource savings
 - Innovations that improve health care, reduce food spoilage & improve quality of life
- Benefits are lost if plastic litter harms our natural environment

Circular Economy Goals Established

ACC's new goals publicly announced in May 2018:

1. 100% of plastics packaging is re-used, recycled, or recovered by 2040
2. 100% of plastics packaging is recyclable or recoverable by 2030
3. 100% of the U.S. manufacturing sites operated by ACC's Plastics Division members will participate in Operation Clean Sweep-Blue by 2020, with all of their manufacturing sites across North America involved by 2022



How Will We Get There?

Our Programs



WRAP is a public awareness and outreach initiative designed to educate residents about how to recycle plastic bags, wraps, and film packaging.

PlasticFilmRecycling.org/WRAP



The Plastics Recycling Terms & Tools helps community recycling programs more effectively educate residents about what plastics to recycle.

RecycleYourPlastics.org/Terms-Tools

The Plastics Recycling Terms & Tools

A resource to increase the quantity and quality of plastics collected.

Two sets of terms:

- **Outreach Terms:** Common terminology and simple tools for community recycling programs in the US and Canada to help these programs communicate more effectively to residents about plastic recycling.
- **Commodity Terms:** Streamline communications about buying and selling plastics that have been collected in the plastics value chain.



Clear terminology. Better education. More recycling.

A New Way to Talk about Plastics Recycling

Plastics recycling can be confusing:

- The types of plastics collected for recycling varies from community to community
- The language we use to talk about plastics recycling varies



A New Way to Talk about Plastics Recycling

The Terms & Tools help to remove the confusion:

- Clear, descriptive recycling instructions are more effective than numbers
- Images reinforce written instructions




Online Resource

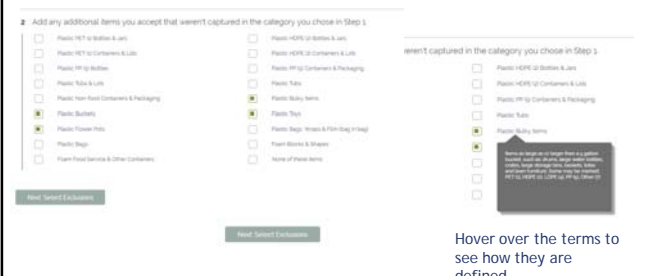
RecycleYourPlastics.org/Terms-Tools



Select Your Main Program

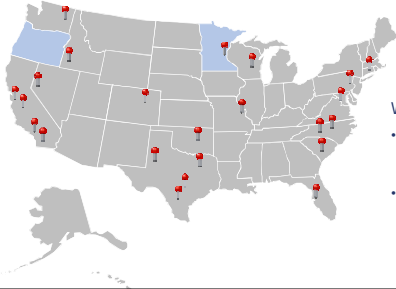


Select Additional Items



Hover over the terms to see how they are defined

Growing Adoption



We're working at the:

- Local level:
 - Individual communities & cities
- State level:
 - State recycling associations
 - State environmental agencies

Final Thoughts: Outreach & Quality

RECYCLE		
PAPER Paper, Cardboard, Beer Cans, Containers & Bags	PLASTIC Plastic Bottles, Cans, Containers & Lids	METAL Steel, Aluminum, Bottles, Cans & Containers
CARDBOARD Pizza Boxes & Unprinted Cardboard	GLASS Bottles & Lids	DO NOT INCLUDE Plastic Bags/Film, Food Containers, Foam, Windows, Batteries & Electronics

Remember to:

- Keep messages simple
- Make information easy to access
- Use graphics/images to amplify your message

PUBLIC EDUCATION & OUTREACH INITIATIVE




GOAL: Double film recycling by 2020 to 2 billion pounds

Plastic Film Recycling Challenges



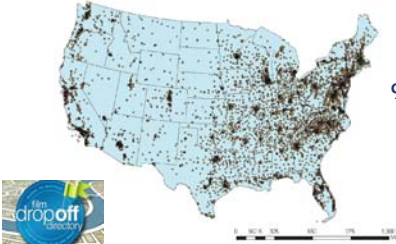
Lack of awareness:

- Most people don't know...
 - Plastic bags and film can be recycled
 - Not in curbside recycling
- Limited access for commercial film collection


Insufficient domestic demand:

- China's National Sword create a supply - demand imbalance

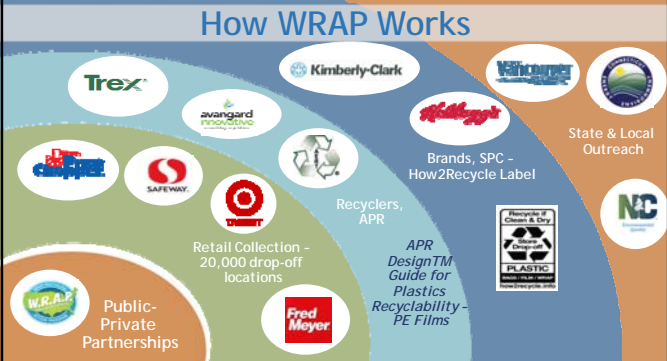
Recycle at Retail Drop-Off Locations



Over 20K locations = 90% recycling access



How WRAP Works



Public-Private Partnerships

Retail Collection - 20,000 drop-off locations

Recyclers, APR

Brands, SPC - How2Recycle Label

State & Local Outreach

APR Design™ Guide for Plastics Recyclability - PE Films

Levels of Involvement

WRAP Champions: share film recycling information & WRAP resources (e.g., posters, directories, tip sheets, etc.)

WRAP Partners: engage in projects and campaigns promoting film recycling and providing data



Communications Resources & Tactics



Resources:

- Tip cards (English and Spanish)
- Posters (English and Spanish)
- Magnets, shopping pads
- Cart tags, bill inserts

Tactics:

- Social media
- E-newsletters and websites
- Limited paid advertising
- State and community networks

Available on PlasticFilmRecycling.org

WRAP Roadmap

Step-by-step interactive tool to support educational campaigns, other efforts.

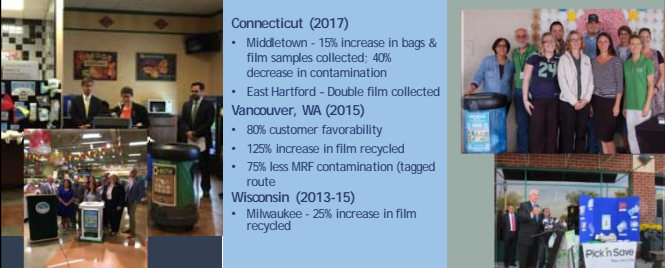
PlasticFilmRecycling.org/WRAP-roadmap

Includes:

- Checklists
- Resources
- Success Stories



WRAP Campaign Successes



Connecticut (2017)

- Middletown - 15% increase in bags & film samples collected; 40% decrease in contamination
- East Hartford - Double film collected

Vancouver, WA (2015)

- 80% customer favorability
- 125% increase in film recycled
- 75% less MRF contamination (tagged route)

Wisconsin (2013-15)

- Milwaukee - 25% increase in film recycled

Education & Collaboration Key to Success

5 HABITS TO HANDLE FILM RESPONSIBLY

WRAP is expanding to provide new messaging and tools to handle film responsibly.

- 1 Reduce waste.**
- 2 Reuse film.**
- 3 Recycle right.**
- 4 Prevent litter.**
- 5 Buy recycled.**



Get Involved!



Become a WRAP Champion

- Share info about plastic film recycling
 - Clean & dry
 - Not in curbside
 - Recycle at drop-off
- Use WRAP resources
 - Customizable this fall



Use the Terms & Tools Resources

- Include images with your education
 - On educational materials, on websites and social media
- Use plastics recycling terms

Thank you!

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RecycleYourPlastics.org/Terms-Tools
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